

## **Auburn Endurance Capital Committee**

### **Meeting Minutes**

Meeting Date: March 6, 2012

Time: 10:00 a.m.

Location: City Hall

Present: Members: Harvey Roper, Cynici Calvin, Lisa Kodl, Steve Holden, Bob Miller, Bob Snyder  
Guests - Jim Northey, Jan Decker

#### **Minutes:**

- Minutes from February 7, 2012 meeting reviewed and approved.

#### **Placer County Visitor Center:**

- Jan Decker provided report of progress on completion of new visitor center.
- Water leak issues resolved. Drywall hung and painting expected soon.
- Jan will not be able to provide Committee with measurements of space for AECW displays and cases for Ride and Run trophies until his new brochure cases arrive.
- The opening date remains unknown, but Jan is targeting for the end of April.

#### **Auburn Marathon:**

- Jim Northey provided report on the progress and changes to the Auburn Marathon scheduled for April 22<sup>nd</sup>.
- The event will include a Running School event organized by Brad Kearns. The kids' event will be free to the participants.
- Jim continues to promote the event via other running events in the area, and signups are "moving along."
- Manouch Shirvanioun from ARD has been a great help to Jim in addressing the details of the event.
- Cyclists are scheduled to stay with the men and women's leaders. Minor route changes have been implemented to minimize cross-traffic issues.
- AECW's aid station will be at ARD Park in the upper parking lot. Set up will take place at 6:30 am. It will be manned from 7 am to 1 pm (the marathon has a 6-hour cutoff). Jim will have the aid station set up the night before, so set-up should be minimal. The station will have water and some food. Jim will have the food prepared, but some additional chopping of fruit, etc. may need to be handled by AECW as the race progresses.
- A sponsor has donated 3 kegs of beer for the event which could be sold. Jim has found no one interested in selling it. He suggested that AECW might sell it and put proceeds into future promotion or events. Concerns were raised about licensing and liability. Harvey agreed to look into licensing options.

**Website:**

- Steve Holden reported that multiple problems were encountered since the last meeting on getting the website built and running. He hired a website designer recommended by John Strock to resolve some of the technical issues.
- The Committee reviewed the beta version of the website.
- Multiple suggestions were offered regarding the “calendar of events” section of the site. The Committee was generally in favor of a robust calendar of events, but concerns were raised about maintaining it. Concerns were also raised about linking to other calendars which may contain events that are outside of the scope of AECW. Committee members agreed to bring lists of events for approval by the Committee.
- Steve, his staff, the website designer and John Strock will continue to work on site so that future functionality in making updates is as simple as possible.

**Rose Bowl Parade Float:**

- CynCi Calvin provided some basis information on process and requirements for a float.
- Average cost per float was approx. \$200,000. Committee agreed that a much lower cost option would have to be available.
- Suggestion was made to start with the Auburn Light Parade.
- Further discussion on subject was tabled due to time constraints.

**Bike Auburn Committee:**

- Harvey Roper reported that the Bike Auburn Committee that had been run through the Chamber of Commerce is ceasing operations in light of changes to the Amgen Tour of CA. The Committee’s chair, John Ruffcorn, has asked if the AECW Committee would take over management of the funds left in the Bike Auburn Committee. The purpose would be to keep certain aspects of the Bike Auburn Committee’s work alive in the event Auburn might again be a host city for the Amgen. This would include maintain the existing funds and maintain the website. The Bike Auburn Committee was willing to permit the AECW Committee to use some of the funds for AECW purposes.
- Various aspects of this role for the AECW Committee were discussed. It was suggested that nothing could take place without prior approval by the City Council. Further details on the cost of maintaining the website were necessary.

**Next Meeting: TBD – stay tuned!**

**Meeting adjourned: 11:15 a.m.**